SANA NASIR HASAN

Nasir Uddin Mehmood

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90402
01095752

EDUCATION

Particulars	Institute	Year
MS (Media Studies)	SZABIST, Karachi	2019
Bachelors in Media Studies	Bahria University, Karachi	2014

PROFESSIONAL EXPERIENCE

Head of Communications at Synfox Global *July 2019-current*

- Develop and drive a best-in-class communications program to support and promote clients
- Partner with colleagues across communications and business teams to create compelling content to leverage internally and externally
- Develop and maintain strong relationships with cross-functional colleagues and leadership team to align on shared goals and strategies
- Build and maintain excellent working relationships with journalists, industry analysts and influencers
- Produce and deliver effective employee and leader communications program
- Manage key issues to build and protect company
- Coach and motivate a small, high-performing team
- Develop Social Media Strategies for corporate and public organizations

Corporate Communications Manager at SI Global *Nov 2018 – Jun 2019*

- Support the development and implementation of external and internal communications plans to elevate corporate and product pipeline visibility directed at media, patient groups, potential partners and other key audiences
- Develop and implement social media and digital strategies to support corporate and product public relations programs
- Provide support to the ongoing maintenance and accuracy of the corporate website
- Draft and update communications materials, including Q&As, press releases, fact sheets, interview briefs, key talking points and presentations; manage internal approval process for such materials
- Serve on internal cross-functional teams that are focused on strategies and tactics for product-related activities
- Coordinate with investor relation department in messaging; participate and assist in investor interactions
- Support corporate special events such as investor events and press conferences
- Manage media relations and public relations

Assistant Manager (Business Development) at TNBT *May 2017 – October 2018*

Associated with managing client-servicing, managing new and on-going businesses. Pitching campaigns and event plans to new & existing clients. Managing and coordinating with bloggers, brand-side, vendors etc during interactive campaigns (ATL). Collaborated and connected with numerous events, movies and social media campaigns from pre to post hype along with handling PR.

Business Development Executive at TNBT *Sep 2015 – May 2017*

Located potential business deals by contacting interested partners. Closed new business deals by coordinating requirements; developing and negotiating contracts, communication strategies with business operations. Maintained a strong network of business contacts that grew significantly, over time.

IT PROFICIENCY / CERTIFICATIONS	SKILLS
• Full command of Social Media Platforms (Advertisements, PR campaigns) • Certified Diploma in Computer Sciences • Google Certified Professional • Professional level command over **Microsoft Excel**, **Word**, and **PowerPoint**.	• Communication • Team Leadership • Marketing Strategy • PR & Client Management • Copywriting

PERSONAL	
-Marital status	Single
-Date of birth	January 25, 1987.
-Languages	English, Urdu
-Hobbies	Current affairs, social activism

REFERENCES
Will be furnished upon request.

Date of Availability: ***Minimum 30 Days after appointment***